

Tobacco Use by Nebraska's High School Students

Results of the 2000 and 2002 High School Youth Tobacco Survey
of a sample of Nebraska public school students, grades 9-12



- ◆ *Each year tobacco kills more people than drugs, AIDS, murder, suicide, motor vehicle crashes, and alcohol combined.*
- ◆ *The tobacco habit often begins in adolescence—by the time a youth finishes high school, quitting is extremely difficult.*

For a complete overview of tobacco use by Nebraska's youth, this report should be read along with *Tobacco Use by Nebraska's Middle School Students - Results of the 2002 Middle School Youth Tobacco Survey*, available from:

Nebraska Health and Human Services System
Office of Disease Prevention & Health Promotion
301 Centennial Mall South
P. O. Box 95044
Lincoln, NE 68509-5044

Website: www.hhs.state.ne.us/tfn/tfnindex.htm



Table of Contents

| | |
|---|------------|
| A Letter from Dr. Richard Raymond | page 1 |
| Survey Background and Sample Description | page 3 |
| Who's Doing What? Tobacco Use Among High School Students..... | pages 4-5 |
| What Are Young Nebraskans Thinking | page 6 |
| Addiction, Friends, and Looking Cool | page 7 |
| The Environment and Its Impact | pages 8-9 |
| Social Influences in the Environment | page 10-11 |
| The Physical Environment..... | page 12 |
| It's Never Too Late to Quit | page 13 |
| What to Do When You're Sick of Smoking Chewing or Dipping | page 14-15 |
| Young People at Risk | page 16 |
| Why You Should Support the Youth Tobacco Survey | page 17 |
| Nebraska Resources | page 18 |

A letter from Dr. Richard Raymond,

Chief Medical Officer, Nebraska Health and Human Services System



STATE OF NEBRASKA
MIKE JOHANNIS, GOVERNOR

Dear Concerned Nebraskans:

Nothing is more destructive to the lives of our young people than the use of tobacco. In 2002, 2,400 Nebraskans died prematurely because of tobacco use. Illness, lost income, and medical costs directly related to tobacco use equal \$858 million annually. Secondhand smoke affects the lives of countless others.

Tobacco addiction often begins in adolescence and, for far too many, ends only with death. By the time a youth finishes high school, quitting is extremely difficult. As you read this report, consider what you can do to help stop the tobacco epidemic.

- Talk to the young people in your family about the dangers of tobacco use and personally encourage them not to smoke, chew, or use other forms of tobacco. Even if you smoke or chew yourself, research suggests you can still be effective in discouraging others.
- Encourage and support the strict enforcement of Nebraska's laws prohibiting tobacco sales to youth 18 and younger.
- Encourage those who manage public places, such as restaurants and sporting venues, to make them smokefree.
- Encourage merchants to move their tobacco products behind the sales counters and stop self-service sales.
- Join with others to discourage advertising and tobacco sponsorships that appeal to young people.
- Keep talking about the dangers of tobacco and encourage others to do the same.
- Join a local or state coalition working to reduce youth tobacco use.*

Together, we can reduce youth tobacco use.
Best wishes for the best of health,

Richard Raymond, MD
Chief Medical Officer
NE Health and Human Services System

*Call 800-745-9311 for information on local coalitions and how you can help reduce youth tobacco use.

Nebraska High School Youth Tobacco Survey 2000 and 2002 Results

Sixty-three percent of Nebraska high school students have used some form of tobacco at least once.

Introduction

The 2000 Nebraska High School Youth Tobacco Survey was the first attempt by the Nebraska Health and Human Services System to describe tobacco use by a representative sample of students in grades 9-12 in Nebraska's public schools. The same survey was repeated with a different sample of Nebraska youth in 2002. The results of both surveys are represented in this report.

Background

The United States Centers for Disease Control and Prevention (CDC) developed the core questionnaire. Nationwide, 34 states have completed this survey to collect locally relevant information about tobacco use.

The students who completed this questionnaire statistically represent true samples of all Nebraska students, grades 9-12, in public schools in 2000 and 2002.

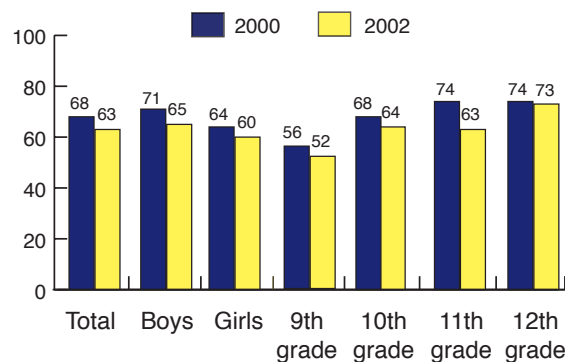
A two-stage sampling procedure was used to select participants. The first-stage sampling frame consisted of all public schools containing any of grades 9-12. Schools were selected with a probability proportional to student enrollment.

The second-stage sampling frame consisted of a systematic equal probability sampling (with a random start) of classrooms from each school participating in the survey. All students in the selected classrooms were eligible to participate in the survey.

Of the sampled schools, 85.4% (41 of 48) agreed to participate in 2000; in 2002, 71.4% (35 of 49) agreed to participate. Of the eligible students, 94% completed usable questionnaires both years.

Results were statistically adjusted (weighted) to reflect the likelihood of sampling each student and to reduce bias by compensating for differing patterns of non-response.

Percentage who have ever used any tobacco (smoked or chewed)



The Sample

(2000) 3,268 Nebraska youth in grades 9-12 enrolled in a sample of public schools in the fall of 2000.

(2002) 2,677 Nebraska youth in grades 9-12 enrolled in a sample of public schools in the spring of 2002.

Gender Boys 49% Girls 51%
In 2000 and 2002

| Grade | 2000 | 2002 | Age | 2000 | 2002 |
|------------|------|------|-----|------|------|
| 9th Grade | 27% | 27% | ≤14 | 18% | 9% |
| 10th Grade | 25% | 25% | 15 | 26% | 26% |
| 11th Grade | 24% | 24% | 16 | 24% | 24% |
| 12th Grade | 24% | 24% | 17 | 23% | 23% |
| | | | 18+ | 9% | 17% |

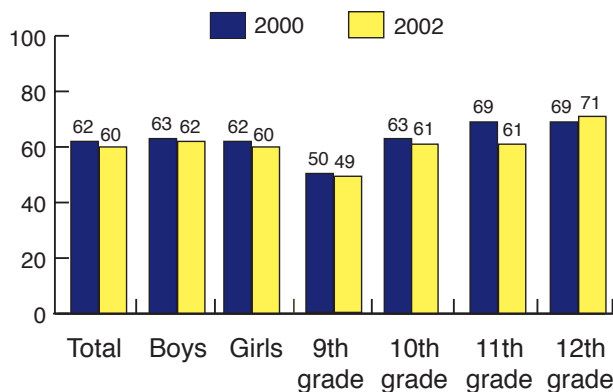
Ethnicity
In 2000 and 2002

| | |
|--|-----|
| American Indian/Alaska Native | 1% |
| Asian | 2% |
| Black/African American | 4% |
| Hispanic Latino | 5% |
| Native Hawaiian/Pacific Islander | 1% |
| White | 87% |

**In 2002,
2,400
Nebraskans
died of
smoking-
related
causes.**

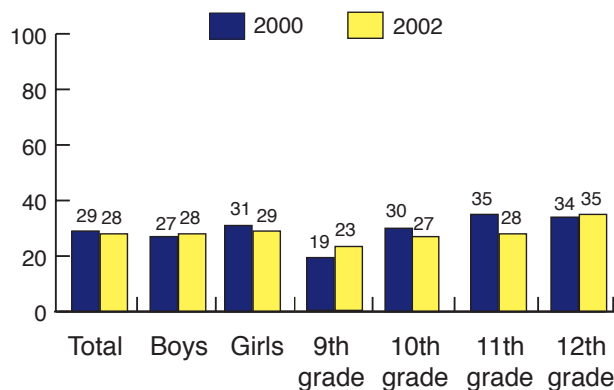
Who's Doing What? Tobacco Use Among High School Students

Percentage who have **ever tried**
cigarette smoking, even one or two puffs



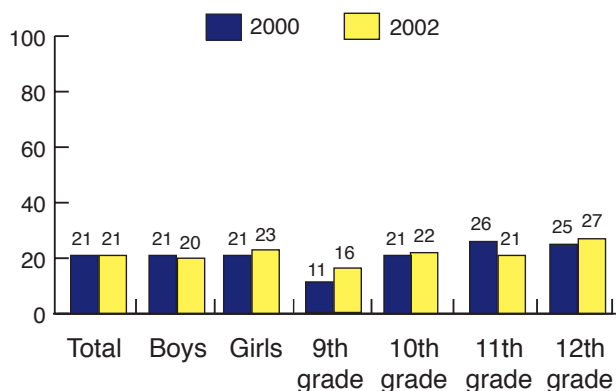
◆ Six out of 10 Nebraska high school students have tried cigarettes.

Percentage **of total sample** who smoked
cigarettes on one or more of the **past 30 days**
(Defined as current smokers)



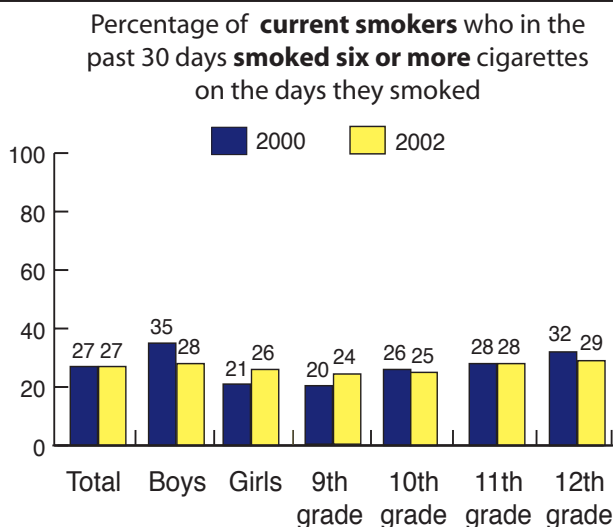
◆ Of the total sample, almost one-third had smoked on one or more of the past 30 days.

Percentage of students **who have ever**
smoked daily for 30 days or more



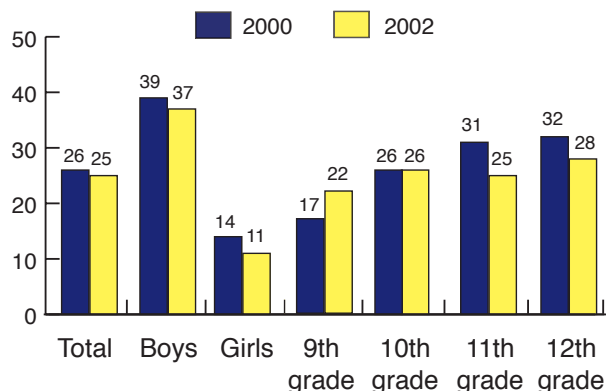
◆ By the time Nebraska's youth have reached the 10th grade, one in five have smoked daily for 30 days or more.

◆ *About the same percentage of boys and girls smoke cigarettes. Of those who smoke, boys smoked more than girls.*

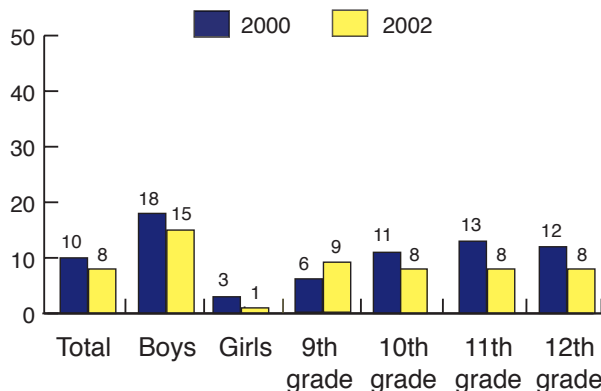


Chew—The Other Tobacco

Percentage who have **ever used** chewing tobacco, snuff, or dip



Percentage who used chewing tobacco, snuff, or dip **during the past 30 days**



One of every five Nebraska high school students has smoked daily for at least 30 days.

Over a third of Nebraska high school boys have used smokeless tobacco.

"Younger adult smokers are the only source of replacement smokers...If younger adults turn away from smoking, the industry must decline, just as a population which does not give birth will eventually dwindle."

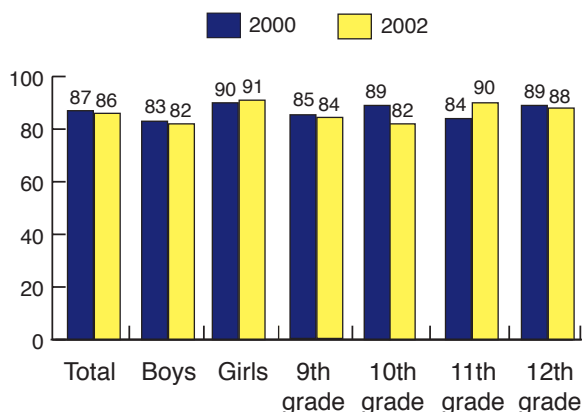
(*"Young Adult Smokers: Strategies and Opportunities," R.J. Reynolds Tobacco Company internal memorandum, 29 February 1984.*)

see www.rjrtdocs.com/rjrtdocs/image_display.cfm?NOTABS&NOFOOTER=1&NOOPTIONS=1&DOC_RANGE=506777955+-8042

What Are Young Nebraskans Thinking?

Nebraska high school students, smokers and non-smokers, recognize the dangers of smoking.

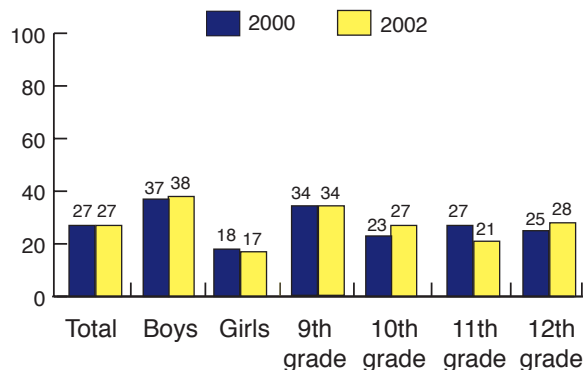
Percentage of **current smokers** who think young people **risk harming themselves** if they smoke between one and five cigarettes per day



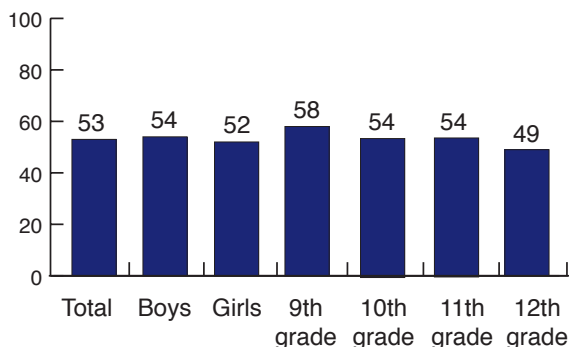
◆ *More than four out of five smokers in all grades agree that smokers risk harming themselves.*

Percentage of **current smokers** who **think it is safe** to smoke for a year or two, as long as they quit after that time

◆ *One quarter of current smokers think they can quit after a year or two. Evidence suggests that will not happen.*



Percentage of **current smokers in 2000** who thought they **would still be smoking** five years from now*

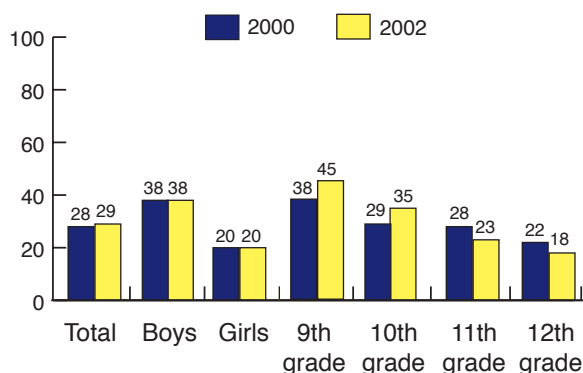


◆ *In 2000, half of the current smokers thought that they would still be smoking in five years.**

*Question was not asked in 2002.

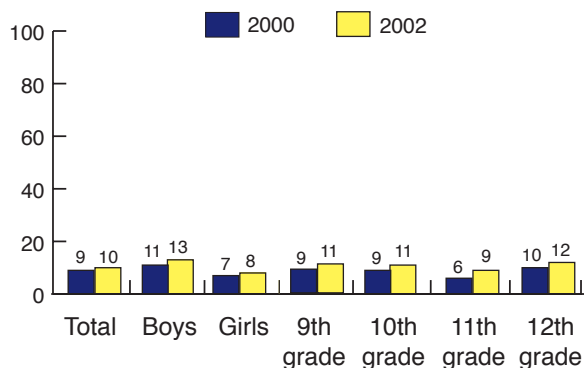
Addiction, Friends, and Looking Cool

Percentage of **current smokers** who think young people who smoke cigarettes **have more friends**

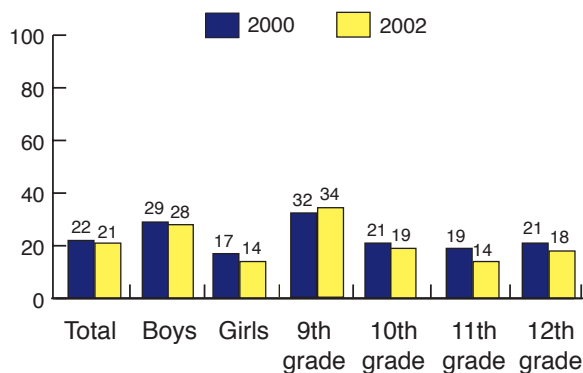


◆ *Smokers believe smoking helps them have more friends. Younger smokers are more likely to believe this than older smokers.*

Percent of **never smokers** who think young people who smoke cigarettes **have more friends**



Percentage of **current smokers** who think cigarette smoking makes them **look cool and fit in**



◆ *A third of 9th grade smokers believe smoking makes them look cool and fit in.*

"Today's teenager is tomorrow's potential regular customer, and the overwhelming majority of smokers first begin to smoke while still in their teens... The smoking patterns of teenagers are particularly important to Philip Morris."

(1981 report by researcher Myron E. Johnson, sent to Robert E. Seligman, Vice President of Research and Development, Philip Morris.)

see www.pmdocs.com/getallimg.asp?if=avpidx&DOCID=1000390803/0855

Friendships are important influences in the decision to smoke. Current smokers and those who used any form of tobacco were more likely to have friends who smoked or used other forms of tobacco.

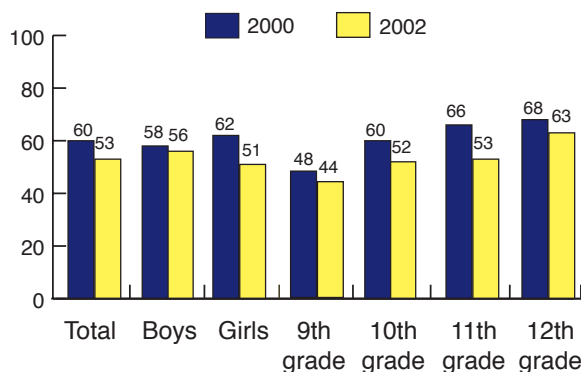
The Environment and Its Impact

The environment influences young people in two ways: 1) psychologically: the influence of family, friends, the media and the marketplace all affect what young people think about cigarette smoking, and 2) physiologically: smoke from other people's cigarettes inhaled by young people directly affects how their bodies function.

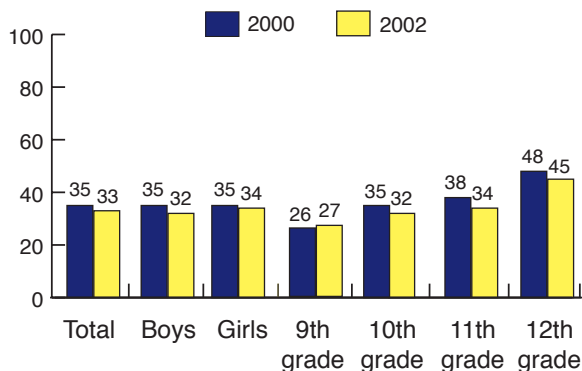
Social Influences in the Environment— Close Friends ...

◆ *Almost half of all Nebraska's high school students have one or more smokers among their four closest friends.*

Percentage of **all students** who report that one or more of their four closest friends smoke cigarettes

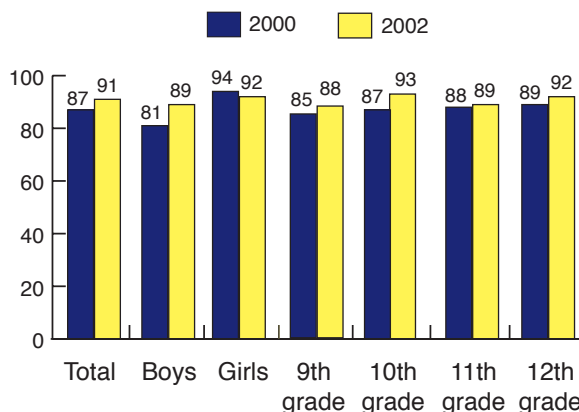


Percentage of **never smokers** who report that one or more of their four closest friends smoke cigarettes



◆ *Of never smokers, one third have a smoker among their four closest friends.*

Percentage of **current tobacco users** who report that one or more of their four closest friends smoke cigarettes

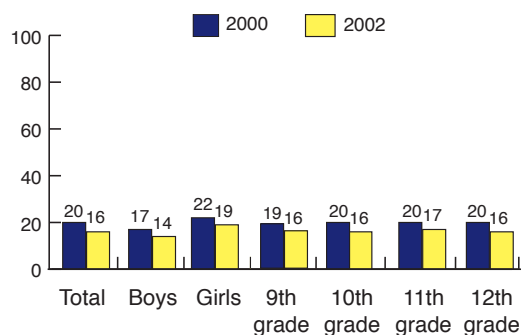


◆ *Nine out of 10 tobacco users have a cigarette smoker among their four closest friends.*

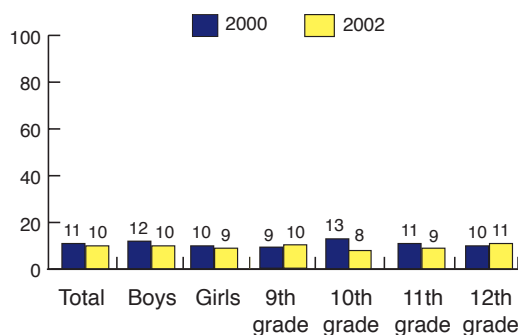
Other Important People ...

Parents have the primary responsibility to discuss the dangers of tobacco use with their children. Physicians and dentists usually see a child or adolescent at least a few times in their formative years. Their status brings support for any advice they might give. Too few parents, physicians, or dentists are speaking to young people about the dangers of tobacco use.

Percentage who have been to a **doctor's** office in the past 12 months and been told about the dangers of tobacco use



Percentage who have been to a **dentist's** office in the past 12 months and been told about the dangers of tobacco use



Three Steps to Helping Young People Not Become Tobacco Users

1. Tell them how pleased you are that they do not smoke.
2. Tell them in personal terms that you hope they never start. In these communications use the word "I". For example, "I am very pleased that you do not smoke." "I hope that you never start smoking or using tobacco of any kind."
3. Be prepared to give three hard facts to reinforce your position. Even if you have been, or still are a tobacco user, you can still be effective in encouraging young people to remain tobacco free.

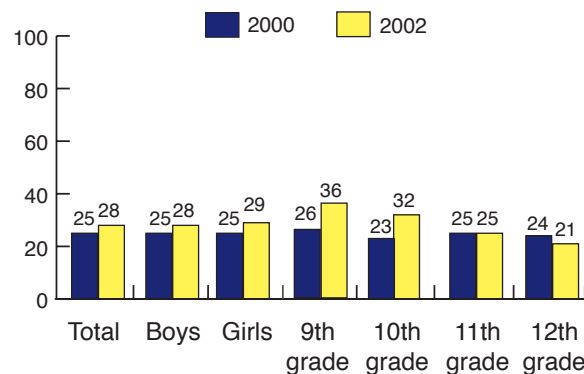
One-third of high school students report that their parents have not discussed the dangers of smoking with them; less than 20% have been told about the dangers of tobacco use by their doctor.

**Nine
out of
10
students
have
seen
actors
smoking
on TV
or in
the
movies.**

Social Influences in the Environment

The Electronic Environment

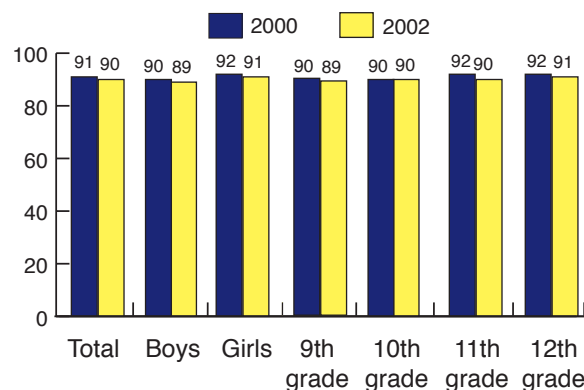
Percentage who have seen ads for tobacco products some/most of the time while using the **Internet**



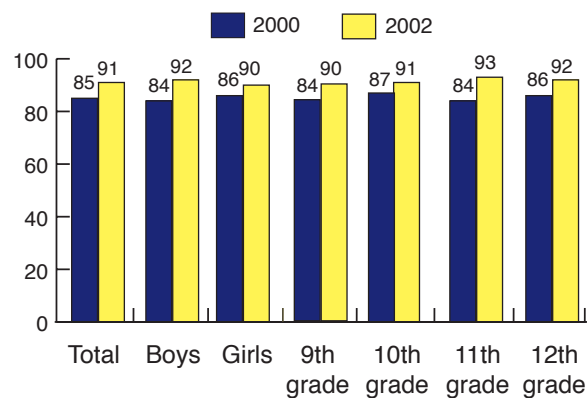
◆ Tobacco product advertisements on the Internet have been seen by one fourth of Nebraska high school students.

Percentage who watch TV or go to the movies and have seen **actors using tobacco** some/most of the time

◆ Practically all Nebraska high school students have seen TV/movie actors use tobacco products.



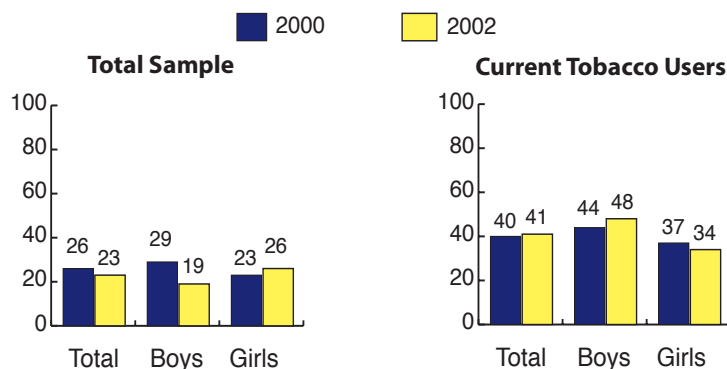
Percentage who have seen or heard **anti smoking commercials** in the past 30 days



◆ Almost 90% of Nebraska high school students have seen or heard anti smoking advertisements in the previous 30 days.

The Marketing Environment

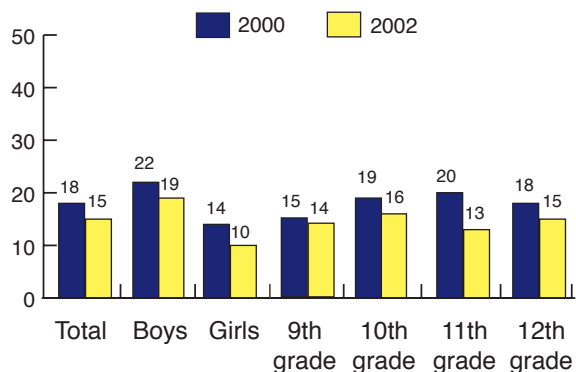
Percentage who **bought or received something with a tobacco company name or picture on it** during the past 12 months



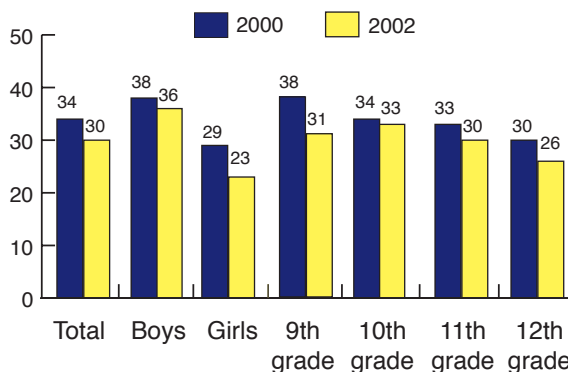
Receptive to Tobacco Advertising?

Students who said, in the past 12 months they had purchased or received something with a tobacco company name or picture on it **and** said they would wear something with a tobacco company name or picture on it were considered **receptive to tobacco advertising**.

Percentage of **all students** receptive to tobacco advertising



Percentage of **current tobacco users** receptive to tobacco advertising



The tobacco industry spends more than \$67.8 million per year, or nearly \$200,000 a day, marketing its products in Nebraska alone, much of this reaching kids.

38% of Nebraska high school students live in a home with a smoker.

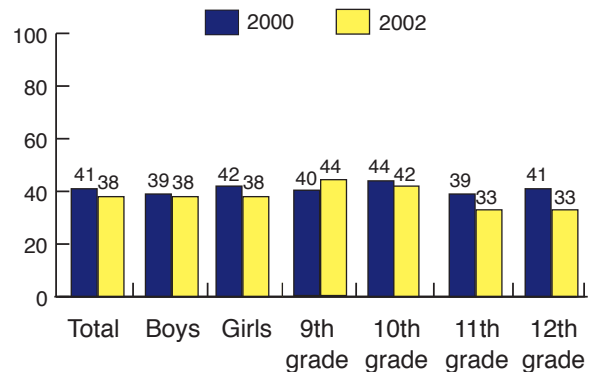
Three out of four rode in a car, or were in the same room, with a smoker in the previous week.

The Physical Environment

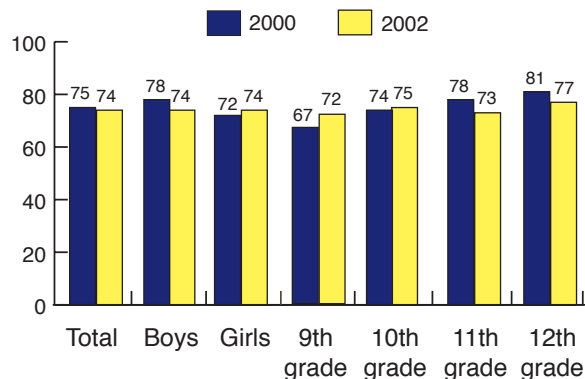
Secondhand Smoke

◆ *Two in five Nebraska high school students live in a home with someone who smokes.*

Percentage who **live in the same home** with someone who smokes cigarettes



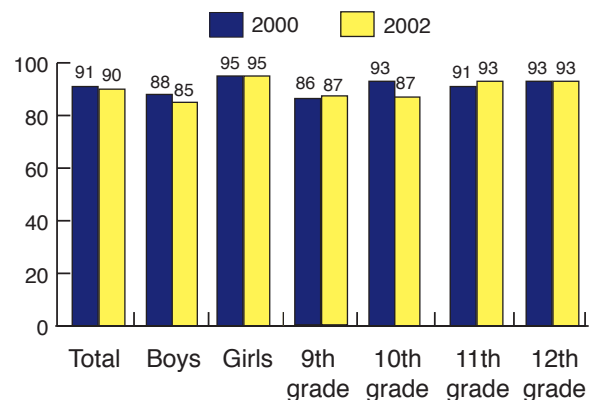
Percentage who **rode in a car, or were in the same room**, with someone who was smoking cigarettes during the past 7 days



◆ *Three-fourths of Nebraska high school students rode in a car, or were in the same room, with someone who was smoking in the last seven days.*

Percentage of **current smokers** who **definitely/probably** think smoke from others' cigarettes is harmful to them

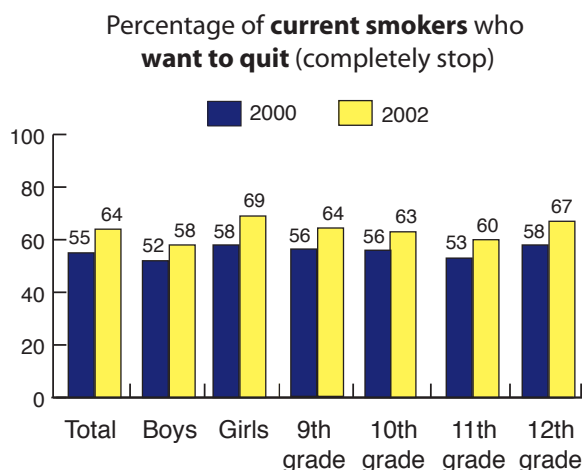
◆ *Nine out of 10 current smokers acknowledge that smoke from others' cigarettes is harmful to them.*



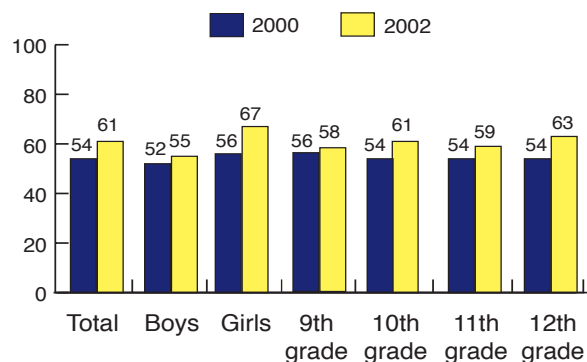
It's Never Too Late to Quit!

Parents, schools, and communities should seriously consider how they can provide, promote, and support quitting programs for adolescents.

◆ *More than half of **current smokers** want to quit.*



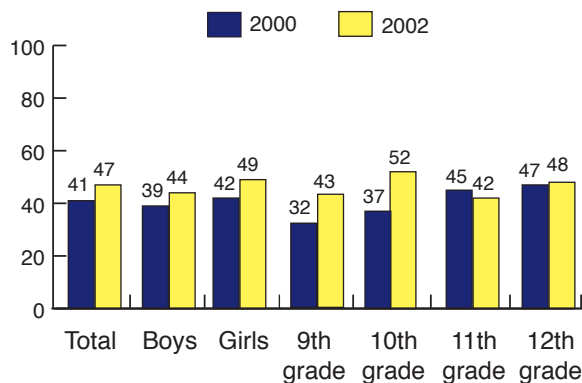
Percentage of **current smokers** who have **tried to quit** during the past 12 months



◆ *Three out of five **current smokers** have tried to quit in the last 12 months.*

Percentage of **current smokers** who, when they last tried to quit, **quit for less than 30 days**

◆ *Quitting efforts are often unsuccessful. Half who tried, quit for less than 30 days.*



More than half of current smokers say they want to quit. Almost half have tried to quit at least twice.

*If you're
sick of:*

*Coughing all
the time*

*Spending your
money on
cigarettes*

*Smelling like
an ashtray*

*People
hassling you
about
smoking*

*Hurting your
health*

*You're ready
to quit!*

What To Do When You're Sick of Smoking, Chewing or Dipping

It's Quitting Time!

When you're ready to quit, set a "Quit Date." Tell everybody when you're going to quit and ask them to encourage and help you.

The Day You Quit

1. Throw away all your cigarettes, lighters, and ashtrays.
2. You will feel the urge to smoke, but it usually passes in 2 - 3 minutes. When you feel the urge, do something else. Take deep breaths and let them out slowly. Drink a glass of water.
3. Carry things to put in your mouth, like gum, hard candy, or toothpicks.
4. Keep busy: go to the movies, ride your bike, walk the dog, play video games, call a friend, go for a walk.
5. Go to places where you're not allowed to smoke, like the movies or the mall.

The First Few Days

1. The first few days after you quit, don't hang around people and places where you used to smoke. If your family or friends smoke, ask them not to:
 - smoke around you
 - offer you cigarettes
 - leave cigarettes where you can find them
 - tease you about not smoking.
2. Turn your room into a "no smoking zone," especially if your family smokes.
3. Spend lots of time in places where you can't smoke.
4. Drink lots of water and fruit juice, but don't drink anything with caffeine in it, like soda, coffee or tea.

The Crazies

When you quit, you may have to put up with some stuff like bad nerves and crabbiness for awhile. That's because tobacco contains nicotine — a drug — and you get hooked on nicotine. When you quit, your body craves nicotine and you feel withdrawal symptoms: the Crazies.

The Crazies usually last for 1 - 2 weeks after you quit. After that, your body begins to forget about nicotine and you start feeling better. If you were a heavy smoker, the Crazies may be tougher and last longer.

Even after the Crazies are gone, there will be times you'll still want to use tobacco. Nicotine is a powerful addiction. Even after you quit, you can get hooked again. The only way to be safe is to become a non tobacco user — for good.

How to Handle the Crazies

GROUCHY, NERVOUS: Exercise. Go for a walk. Keep busy.

HEADACHES, DIZZINESS: Take deep breaths. Exercise.

TIRED: Take naps and get plenty of rest.

DRY MOUTH, SORE THROAT: Drink cold water or juice. Chew gum.

THE BLUES: You may get really depressed and feel like crying. These feelings will pass. Until they do, call a friend or someone else who understands.

PIGGING OUT: When people quit using tobacco, they need something else to do, so they eat. If you don't want to gain weight:

- Eat regular meals. Don't just eat whatever or whenever you feel like it.
- Don't eat lots of candy and sweet stuff. Try sugarless gum, fresh fruit, popcorn and vegetable sticks.
- Drink extra water, especially at meals.
- Keep active — take walks, shoot baskets, ride your bike.

The Crazies are a pain, but they only last a little while. And they're better than the consequences of using tobacco.

I Got it Beat!

Lots of people quit for a few days, but it's harder to stay off tobacco for good. Remember, lots of other people have quit, and you can too! Here's what you need to do to really beat tobacco.

1. Don't pull the triggers. All smokers have "triggers," certain times and places that make them want to smoke. For you, it may be leaving school or hanging out with friends. Learn what your smoking triggers are and try to avoid them. Or figure out how to get through them without smoking.
2. Plan ways to handle stress. When you get stressed, you may want a cigarette or a dip. Think of things you can do instead when stress hits — like chewing gum or taking deep breaths.
3. If you blow it, try again. All smokers have trouble quitting, and most of them will blow it and smoke once in a while. Many people have to quit several times before they stop for good. If you blow it, you're not a failure. Quit again!
4. Pat yourself on the back. You're doing something great and you deserve a reward! Treat yourself to a movie or a new CD or something else — and pay for it with the money you used to spend on tobacco.

Sometimes it's easier to quit when you have help. If you want help, talk to your guidance counselor or school nurse, your family doctor, or someone who has already quit, like a friend or family member.

Sources: U.S. Centers for Disease Control and Prevention, Cancer Information Service. Originally published by the Anne Arundel County Department of Health in Annapolis, Maryland.

*Quitting
chewing
tobacco
and snuff
is a lot like
stopping
smoking.
These tips
can help
you if you
want to
quit using
spit
tobacco
too.*

**One
quarter
(26%) of
Nebraska
high
school
students
who
have
never
smoked
are at
risk of
starting.**

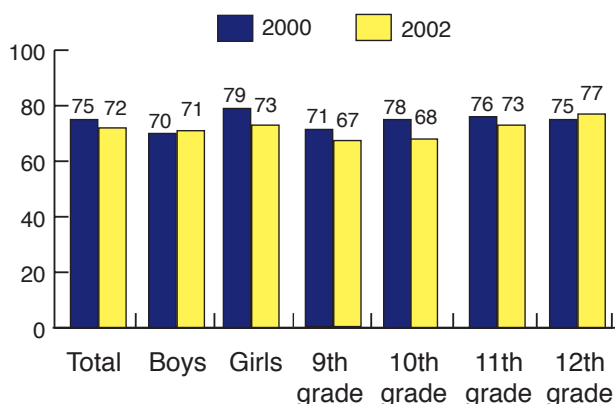
Young People at Risk

Young people who have started to smoke are naive about how easy it will be to quit using tobacco in the future. As part of any comprehensive program to reduce the likelihood that young people will become tobacco users, there is a critical need to share information about just how difficult it is to quit tobacco use once started.

All young people who are non-tobacco users are at risk of becoming tobacco users and some are more at risk than others.

Naive

Percentage of **current smokers** who **think they would be able to quit** cigarette smoking now if they wanted to

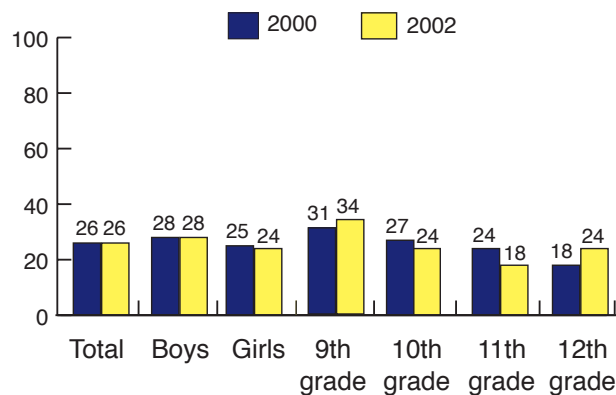


Youth Involvement

- ◆ In 2002, 9% of the students reported that they were active in a **local** youth movement against tobacco use.
- ◆ In 2002, 6% of the students reported that they were active in a **statewide** youth movement against tobacco use.

Susceptible

Percentage of **never smokers** susceptible to start smoking



Students who reported they had never smoked and reported that they would definitely not: try a cigarette soon, smoke in the next year, and smoke if a best friend offered them a cigarette, were classified as not susceptible to smoking in the future. All others were classified as susceptible to smoking.

Why You Should Support the Youth Tobacco Survey (YTS)

Every two years a representative sample of Nebraska's middle school and high school students complete the Youth Tobacco Survey (YTS). The survey was developed by the CDC as part of the nation's campaign to reduce tobacco-related death and disabilities.

Objectives of the Youth Tobacco Survey

- ◆ To obtain an accurate picture of tobacco use by Nebraska's youth.
- ◆ To identify the proportion of young people exposed to secondhand smoke.
- ◆ To assess knowledge about tobacco use.
- ◆ To assess the role of key groups in reducing youth tobacco use.

The YTS Represents All Nebraska

- ◆ The sample of students surveyed represents all public middle schools and all public high schools. Approximately 40 high schools are randomly selected and 40 middle schools. From within those schools, a small number of classrooms are randomly selected to complete the survey.
- ◆ 85% of the schools and 94% of the students sampled participated in the high school survey.
- ◆ While some may feel their community is different from the rest of the state, experience with survey results like these suggest that local differences are usually small.
- ◆ Participation by school districts is voluntary.
- ◆ Participation by students is voluntary.
- ◆ Completing the survey takes one class period or less.
- ◆ The survey is anonymous—students' names are not recorded. In most instances trained data collectors, not teachers, conduct the survey.
- ◆ Because it is a statewide survey, the names of individual schools are not released.

Use of YTS Results

- ◆ YTS results have been used by communities to gain grant funds to support youth activities.
- ◆ YTS results are used by teachers and curriculum specialists to design enrichment activities in the school curricula.
- ◆ YTS results are used by communities to plan effective local prevention strategies.
- ◆ YTS results are used to assess the effectiveness of prevention programs.
- ◆ YTS results are used by decision makers to assess community needs.
- ◆ YTS results provide a standardized long-term mechanism to chart progress in reducing youth tobacco use.
- ◆ YTS results are used extensively by the Nebraska Health and Human Services System in planning and assessment activities.

History of the Youth Tobacco Survey

- ◆ The first Nebraska Youth Tobacco Survey of middle school students was in 1999. The first survey of high school students was conducted in 2000.
- ◆ Beginning in 2002, both middle schools and high schools will be surveyed in the same year.

If you haven't seen the 2002 Nebraska middle school Youth Tobacco Survey report, *Tobacco Use by Nebraska's Middle School Students, Results of the 2002 Middle School Youth Tobacco Survey of a sample of Nebraska public school students in grades 6-8*, call the Nebraska Health and Human Services System, Office of Disease Prevention and Health Promotion for a free copy (402) 471-2101, or (800) 745-9311. On the web go to www.hhs.state.ne.us/tfn/tfnindex.htm

Nebraska Resources

There is help! The following resources can be contacted to assist you with implementing tobacco prevention activities in your own communities:

| | |
|---------------------------|-----------------------------------|
| Tobacco Free Nebraska | (402) 471-2101, or (800) 745-9311 |
| American Cancer Society | (800) 642-8116, or (402) 393-7742 |
| American Lung Association | (800) LUNGUSA, or (402) 572-3030 |
| Health Education Inc. | (800) 669-6274, or (402) 477-5220 |

Tobacco Websites

Tobacco Free Nebraska

www.hhs.state.ne.us/tfn/tfnindex.htm

Americans for Nonsmokers' Rights

www.no-smoke.org

Campaign for Tobacco-Free Kids

www.tobaccofreekids.org

Centers for Disease Control and Prevention- Office on Smoking and Health

www.cdc.gov/tobacco

Smokefree.Net

www.smokefree.net

Action on Smoking and Health

ash.org

Tobacco Prevention and Control Youth Advocacy Websites

www.nolimitsnebraska.com

okswat.com

www.questionit.com

www.thetruth.com



The High School Youth Tobacco Survey of 9th-12th grade students and this document are funded by the Tobacco Master Settlement Agreement. Data was gathered by the Buffalo Beach Company under a subcontract with the Nebraska Health and Human Services System. Alternate formats are available by calling 402-471-2101 or TDD/TTY 402-471-9570.


This publication was produced by The Buffalo Beach Company and developed under the direction of the Nebraska Health and Human Services System.

Judy Martin

Tobacco Free Nebraska Administrator

Office of Disease Prevention & Health Promotion

October 2004 ADA/EOE/AA

 printed on recycled paper

**Nebraska Health and Human Services System
Office of Disease Prevention & Health Promotion
301 Centennial Mall South
P. O. Box 95044
Lincoln, NE 68509-5044
(402) 471-2101**

**Alternate formats are available upon request
Please call: (402) 471-2101, (800) 745-9311, or TDD/TTY (402) 471-9570**